

Walla Walla County
Quit Line Data Summary
 July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 20	N = 2,935
Percent of Statewide Calls	0.8%	100.0%
Percent of State Population in County¹	0.9%	100.0%

	County %	State %
Gender	N = 20	N = 2,565
Female	70.0%	63.8%
Male	30.0%	36.2%
Race/Ethnicity	N = 19	N = 2,185
People of Color	5.3%	13.0%
White	94.7%	87.0%
Age	N = 18	N = 2,379
Less than 18 years old	5.6%	1.7%
18 - 24 years old	27.8%	15.7%
25 - 34 years old	27.8%	23.3%
35 - 44 years old	27.8%	26.0%
45 years and older	11.1%	33.2%
Education	N = 18	N = 2,267
Did not graduate high school	16.7%	19.5%
High school graduate	27.8%	33.3%
Some college/vocational school	22.2%	35.3%
College graduate	33.3%	11.9%
Caller Type	N = 20	N = 2,685
General Information	0.0%	10.5%
Health care provider	10.0%	3.2%
Tobacco user	90.0%	86.3%
Payer Type	N = 15	N = 1,774
Insured	40.0%	29.4%
Uninsured	40.0%	30.4%
Medicaid	20.0%	40.2%
Heard About	N = 18	N = 2,220
Past caller	5.6%	14.0%
Employer/worksites	0.0%	1.1%
Health care provider	11.1%	29.8%
Television	11.1%	13.7%
Outdoor advertisement (billboard/bus/wall)	5.6%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	11.1%	5.6%
Family or friend	33.3%	24.7%
Health Department	16.7%	4.1%
School	5.6%	0.6%